

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Scott Fergusson et al. Examiner: Linda Krisciunas

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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY  
OF A MARKETING PROJECT

**RESPONSE AFTER FINAL**

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I hereby certify that this paper is being electronically transmitted to the  
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\_\_\_\_\_  
Lynn Thompson

November 8, 2006  
\_\_\_\_\_  
Date

This Response is being filed in response to the Official Action of the Examiner mailed  
September 8, 2006, setting a three-month shortened statutory period for response ending  
December 8, 2006.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.